

## Infopia Case Study: Bikewagon

In 1999, Dale Majors decided to start selling cycling gear online to make some extra cash and satisfy his own urge to buy high-end cycling products. In that initial foray into eBay, he was impressed with both the friendliness and honesty of the cycling community online—so much so, that he decided to make it a full-time business in 2004.

From those early days until now, Dale and his father George have built an online business that has outgrown a basement, expanded into a garage, and finally found its home in a warehouse in Salt Lake City, Utah. Over those years, Bikewagon built the reputation of being an online merchant with consistent service, timely shipping, great prices, and an ever-expanding inventory. It is now one of the largest and fastest growing cycling merchants on eBay—enjoying 99.9% positive feedback from over 20,000 buyers.



Location:	Salt Lake City, Utah
Website:	www.bikewagon.com
Market Segment:	Sporting Goods
Technology Needs:	Automation Inventory Management Order Management Professional Services
What They Have Experienced:	72% increase in monthly revenue 135% more products listed on eBay 12% increase in profit margins

### The Situation

Bikewagon's beginning may seem spontaneous, but its success certainly is not. Over its short history, Bikewagon grew because of a constant commitment to improving processes. This evolved from a desire to automate and expand.

Along the way, Bikewagon has used a variety of software to help move business forward. Primary among these have been eBay tools such as Turbo Lister, Seller Manager Pro, and Blackthorne. While these tools were all helpful in getting the company to where it is today, Bikewagon was reaching its limits. It also needed to diversify online selling channels to protect the future of the company and realize its fullest potential for growth.

### Finding the Right Solution

It is the commitment that Bikewagon has to improving processes, expanding, and automating that led them to a new solution to help them grow. Early in the search, Dale and George knew they could either keep hiring more people or find a technology solution to fully address their business needs. By looking further ahead than just the next month or next year, Bikewagon identified the need to implement online selling best practices, centrally manage all online selling channels, and streamline its entire online selling cycle. After attending a user summit for competitive software, Bikewagon chose to go with Infopia's Marketplace Manager eCommerce platform.

Several things about Infopia's solution struck a chord with Dale and George. First, Infopia provided a single place to manage the merchandising and placement of inventory—no matter what the online selling channel—and then collect orders back into a single place for processing. This functionality gave Bikewagon a clear path for effective expansion. Bikewagon also saw huge potential benefits via automation tools available for eBay, its website, and other selling channels, in addition to online selling experts that could help establish intelligent best practices throughout the organization.

## Reving Up an eCommerce Growth Engine

Because of Infopia’s technology and expert staff, as well as the Bikewagon’s ability to adapt to new technology, Bikewagon has become much more successful. In just four months, monthly online revenue has increased over 72%. Over this same period, profit margins have grown 12% across online selling channels. This phenomenal growth is a direct result of Bikewagon partnering with Infopia to get the right technology and eCommerce assistance necessary for their business.

Other figures provide important insight into what made this growth possible. For the eBay selling channel alone, Bikewagon increased product SKUs listed by 135% while increasing margins by 13%. The eCommerce automation and best practices Infopia provided drove this growth. At the same time, Bikewagon was able to expand to Amazon and their own website channel to diversify and protect their business. Within four short months, website traffic increased 67% and orders jumped 76%. Infopia’s ability to help Bikewagon create a compelling, branded, and professional online presence is paying off.



### More eCommerce Results

- 67% Increase in website traffic
- 76% Increase in website orders
- 13% eBay profit margin growth

### WHAT THEY’RE SAYING

“To grow as a company, you have to be willing to adapt to technology and improve the way you do things. For us, Infopia had the right eCommerce solution—both in terms of the technology and best practices—to really help our business take off. We recommend other online merchants take the first step in helping their business grow by making Infopia their eCommerce partner.”

~ George Majors, Bikewagon

## What’s Next?

As Bikewagon continues to ramp up online selling efforts with Infopia, it expects to significantly increase revenues and scale operations to grow their business. It also looks forward to tapping the potential of all vital online selling channels and taking full advantage of the SEO-friendly features for websites found in Infopia’s complete eCommerce solution.

To find out more about how Infopia can grow your online business, call 888.337.6352 or visit [www.infopia.com](http://www.infopia.com).